FSC-60-A	5/1/96	TO: ROM
SUBJECT:	Revised Product Purchase Exception Form	

DISTRIBUTION:

X	AVP	X	KAM	___	ELM
X	RSM	X	Reg.Mil./DF Mgr.	___	MIL
X	RBM	___	DM	___	DF
X	ROM			___	REP

As we are all aware, our direct accounts have continued to lower their inventories in order to maximize their turns per year and overall return on inventory investment. Additionally, our company has the same objective, resulting in lowered inventories. As a result of lower inventories at direct accounts and our warehouses, there is increased risk of out of stocks when unanticipated situations occur requiring additional product.

Therefore, it is imperative that all Sales personnel communicate your requirements for non-forecasted local promotions and other unanticipated situations requiring additional product for your direct accounts four weeks prior to the promotion. This includes extra product for promotions such as:

- Special Pre-Booking Programs
- Private Label Accrual Programs
- Retail Accrual Programs
- Special Buydown Programs

To facilitate this process, the attached Product Purchase Exception Form, initiated in 1994, has been revised and should be used to communicate product needs for any activity you are planning to execute with your respective accounts that will require +10 cases of extra product for a respective brand style. Absolute numbers are not required; please estimate your requirements so we can ensure that ample product is available at your public warehouse. These forms will not initiate shipments; normal product ordering procedures are required to initiate actual shipments. **We cannot meet your needs against chain commitments you have made unless you take the extra few minutes required to complete and FAX this form.**

Program Contact: See Product Purchase Exception Form for Contacts

R. J. REYNOLDS TOBACCO COMPANY

Attachment

51844 9686

Source: https://www.industrydocuments.ucsf.edu/docs/mryy0000

PRODUCT PURCHASE EXCEPTIONS FORM

(Extra product needed to support a promotion not scheduled in the Work Plan)

Today's Date _____ **(Submit form at least 4 weeks prior to promotion)**

Who we can contact if we have questions

RJR Contact Name _____

RJR Contact Phone _____

Is this a Chain, Wholesaler, or Division wide promotion?

Chain Name _____

Chain ID _____

or Wholesaler Name _____

Wholesaler Account # _____

or Division # (if Division wide) _____

Describe the promotion, with specific value if known (Example: buy-down, accrual dollars, special pre-booking, etc.):

Promotion Timing

Promotion Start Date _____

Promotion End Date _____

How will Retailer purchase from Wholesale supplier? (Check one)

once at beginning of promotion _____

spread evenly over whole period _____

other (specify in Comments section below) _____

Where will the promotion occur (specific Wholesaler, specific Warehouse, or Division wide), for which brand styles, and what is the **total extra volume by style needed for the entire activity period** (in cases or % increase expected):

Individual Wholesaler SIS# or RJR Division # (if Division wide)					
Public Warehouse # (if known)					
Brand Style Names (PRINT LEGIBLY)	UPC (for Customer Service use only)	Total Volume cases or % increase	Total Volume cases or % increase	Total Volume cases or % increase	Total Volume cases or % increase

Comments/Special Instructions:

FAX this form to Promotions Area: 910-741-2156 Direct questions to: 910-741-3521, 3078, 3545

51844 9687

Source: https://www.industrydocuments.ucsf.edu/docs/mryy0000